

## **Price Brothers Set Opening of Market**

### **Lehi Free Press January 17, 1946**

After months of preparation and construction, the new Price Brothers IGA Market will open for business Friday Jan. 25, at 9 a.m., it was announced Wednesday by the owners Leland G. Price and William J. Price.

Incorporating all the latest designs and features of food markets, the new grocery, meat and fruits and vegetables store is “the last word in such institutions’ and the owners.

The building, at 12 West Main Street, is constructed of local white pumice stone building units and boasts a brick front. It is 34 feet wide and 73 feet deep.

It houses a large walk-in type meat refrigerator; large sanitary meat display case; a self-service vegetable case; newest types of shelving and island display cases, and a huge rear store room.

Lighting is of the fluorescent type and heat is supplied from a gas-blower furnace. Flooring is of poured red concrete; the ceiling of Blendex-type tile.

The new owners said it will make it possible for lower food prices, such as enjoyed in the larger markets in Salt Lake and Provo.

Leland Price has been associated with the grocery and meat business in Lehi for 10 years. His brother has had similar experience in Heber.